

CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES OCT16/12 16.17
*** WFTV-TV ***

REP. # _____ OFF. # 6556 SALESMAN # _____

BUYER NAME ELISE CLOYD

SALES PRSN WA- JOE KNAUER

CONTRACT # 63000000

	CLASS: NATL.	LOCAL	REGIONAL
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ORDER #

PRDCT	RPOF-3 PAC	EST# 1927	COMMENTS :
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FLIGHT DATES OCT30/12 NOV6/12 WK-

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE OCT16/12 16.17

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
RPOF-HUKILL, GAETZ, GARDINER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4	S		1100A-1200N	30		\$925.00	10/30	11/2	7		TU-F	7

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 1927
 PROGRAM : VIEW
 CON COM1 : 1X PER DAY

REP HEADLINE# 6300000 TRF# 329372
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/12 16.17
CHANGES ** WFTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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45	A		530A-600A	30		\$925.00	11/2	11/2	1		FRI	1
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PROGRAM : NEWS
ORD COM1 : TO RECAPTURE FOR FEDERAL CANDIDATE WE CAN OFFER
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-4 FOR 1 SPOT/WK
STATION MAKEGOOD OFFERS:
M3 OK'D BUY#4 MISSED: TU-F/1100A-1200N NOV2 30S \$925.00 (OCT16/12)
OFFER: FRI/530A-600A NOV2 30S \$925.00 PLS ADVISE.
CMT: TO RECAPTURE FOR FEDERAL CANDIDATE WE CAN OFFER

NOV/12 136010.00 CONTRACT TOTAL 136010.00
TOTAL SPOTS 88

MARKET TOTALS \$436,833 WFTV 36% WKMG 16% WESH 29% WOFL 16% WKCF 1% WRBW 1% CABL 0%
WOPX 0% WRDQ 1% EFTV 0%

SVC- NSI
DEMOS- RA35+*
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE